

## **Appendix C**

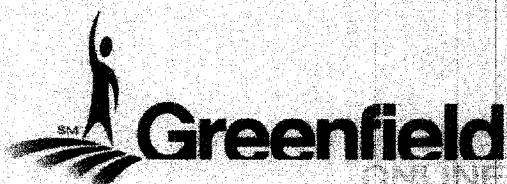
### **Consumer research panel composition**

## GREENFIELD ONLINE CONSUMER PANEL

*identifying opportunity through custom research*

*MRSI has partnered with Greenfield Online, Inc., a pioneer in online research. The Greenfield Online Consumer Panel is one of the world's largest, and consists of over 5.7 million members. It has been built meticulously over the years to have the depth necessary to handle the vast majority of client projects. A key differentiating characteristic of the Greenfield Panel is that its members have initiated the opt-in process to the panel, creating a permission-based group of individuals who are expecting invitations to participate in survey research projects. Importantly, Greenfield's sophisticated database technology can control usage, avoiding "professional survey takers" and overuse of any panel members.*

*With the development of the first online panel in 1994, Greenfield Online introduced its NetReach® program to implement the strict recruiting and sampling requirements essential to building a cooperative respondent community. This program maintains strict privacy policies, opt-in requirements, and recruits across a broad array of Internet properties. This is a true panel of willing survey respondents - not a database.*



### Quick Facts:

- Panel consists of over 5.7 million opt-in panel members
- Sophisticated technology prevents overuse of panel members
- Strict privacy policies and opt-in requirements
- Recruitment across array of Internet properties
- Variety of specialty sub-panels

### The Panel

All potential panelists are driven to the Greenfield Online website where they are required to register. In addition to completing the registration form, Greenfield requires that as a second step, all new panelists confirm their participation via e-mail. This "double opt-in" method is a very effective validation method and ensures true cooperation. Once enrolled, Greenfield Online manages the panel by: relationship and incentive management, monitoring response time/rates, periodic re-profiling and data updates, cleaning and refreshing the panel, sample definition and selection, regular reporting on composition and response rates, and compliance with privacy-protection laws and practices. Panelist privacy is zealously guarded, fostering a trusting relationship.

Hard-to-reach groups are easily surveyed as respondents complete 70 demographic and behavioral questions when they register as a panel member. As a result, many low incidence groups are already pre-qualified. Greenfield Online has supplied large online samples of such groups as doctors, farmers, as well as users of various low incidence products. Highly differentiated segments can be delivered to exactly match your needs.

Greenfield Online can match target respondent demographic profiles, including U.S. Census distributions.

### Specialty Sub-Panels

Greenfield Online also has developed specialty sub-panels such as:

- **Health & Wellness** - Ailment sufferers report information including the usage of over-the-counter treatments and remedies. More than 900,000 members have enrolled and have been identified as sufferers of the following ailments and more: allergies, breast cancer, eczema, asthma, diabetes, OCD.
- **Automotive** - More than 850,000 members have provided information about the types of vehicles they own and future purchase intentions.
- **Teens** - A teen panel of 15,000+ is actively managed with specialized, youth-oriented communication.
- **Physicians** - Over two-thirds of practicing physicians in the United States can be accessed, classified by specialty.
- **Hispanic** - Reach over 10,000 in-language Hispanics and more than 20,000 English-dominant Hispanic panelists.

### About Greenfield Online

Greenfield Online is a member of TRUSTe, BBBOnLine, CASRO, and is a founding member of IMRO (the Internet Marketing Research Organization).

### Call Us

To find out more about MRSI's online panel services call 513-579-1555 or visit [www.mrsi.com](http://www.mrsi.com) today.

*Global Internet penetration rates continue to climb. Now more than ever, online users more closely represent the general population. In 2005, more than 70% of the US population has Internet access, and 30% of those have broadband.*

## INTERNET DEMOGRAPHICS – US

	NetRatings Audience Profile, 2004-2005		Education Level	
<b>Gender</b>			Grammar School	15%
Male	51%		Some High School	8%
Female	49%		High School Graduate	20%
			Some College	20%
<b>Age</b>			Associate Degree	7%
18-24	10%		Bachelor's Degree	18%
25-34	18%		Post-Graduate Degree	11%
35-44	23%		No Response	1%
45-54	24%			
55-64	15%		<b>Income</b>	
65+	10%		Less than \$24,999	6%
			\$25,000 - \$49,999	26%
<b>Region</b>			\$50,000 - \$74,999	29%
Northeast	20%		\$75,000 - \$99,999	18%
Midwest	25%		\$100,000 - \$149,999	13%
South	31%		\$150,000+	6%
West	23%		No response	2%
			<b>Ethnicity</b>	
<b>Occupation</b>			Asian	1%
Clinical/Administrative	7%		Black/African American	7%
Craftsperson	2%		Caucasian	90%
Education	5%		Native American	1%
Executive/Manager	8%		Other	1%
Factory Worker	4%		<b>Hispanic</b>	
Homemaker	6%		Yes	9%
Military	1%		No	91%
Professional	11%			
Sales	4%			
Service Worker	3%			
Student	5%			
Technical	6%			
Self-Employed	6%			
Retired	8%			
Children under 16	16%			
Other	6%			
No Response	2%			